

2007 LGBT

Economic Development Summit

Schedule at a Glance

9:00 – 9:30

Registration/Coffee

9:45 – 10:45

Welcome – Deputy Mayor Neil Albert

Opening Plenary: *Where the Boys/Girls Are, an Overview of Gay/Lesbian Demographics*

The LGBT community continues to move and have an impact across the entire economy.. Join Gary Gates, a nationally recognized expert on LGBT demographics at the Williams Institute of the University of California Los Angeles Law School for an overview of where the LGBT community is currently centered and where it will move in the upcoming years.

Speaker: *Gary Gates*, Williams Institute of the UCLA Law School

11:00 – 11:45

Certifications That Benefit LGBT Business Owners

There are several programs that will benefit LGBT business owners. Join a panel of government representatives and business owners who have successfully received certification for an informative session. You will learn how to grow your business through these certification programs. Topics include, The Certified Business Enterprise (CBE) Program of the District of Columbia, how to get onto the supply schedule for the District and the National Gay and Lesbian Chamber of Commerce's Supplier Diversity Initiative (SDI).

Speakers:

Irwin Drucker, IBM

Aditi Dussault, National Gay and Lesbian Chamber of Commerce

David Gragan, Office of Contracting and Procurement, District of Columbia Government

Erik Moses, Department of Small and Local Business Development

Media 101: What's Newsworthy for Marketing Your Business in the Press

Join a panel of experts for an overview on how to improve the marketing of your business. Learn how to develop a compelling story about your business and wide variety of outlets available in attracting attention to your business.

Speakers: *Gillian Gaynair*, Washington Business Journal,

Tonya Hill, Comcast

Greg Marzullo, Washington Blade,

Randy Shulman, Metroweekly,

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Location, Location, Location!

As neighborhoods and commercial corridors continue to be revived, there are unprecedented opportunities for new retail, housing development and service sector development. A panel of speakers will help you to identify the hot new markets and emerging locations in the District of Columbia. Learn about the tools that DC government has to help you choose a location for your next business or project.

Speakers: *Alex Padro*, Shaw Mainstreets,
Chad Shuskey, Washington Economic Partnership

12:00 – 1:30

Luncheon Plenary: “What Makes DC Great for LBGT Residents and Business”

The District of Columbia has a well deserved reputation for being LGBT inclusive. Hon. Kwame Brown, At-Large Member of Council for the District of Columbia, Lynne Brown of the Metroweekly and Derrick Woody, Director of the Great Streets Program in the Deputy Mayor’s Office of Planning and Economic Development will elaborate on the social, political, cultural and economic reasons DC is so great.

Speakers:
Hon. Kwame Brown, Councilmember At Large, District of Columbia Government
Lynne Brown, Metroweekly
Michael Kahn, Harmon Center for the Arts
Derrick Woody, Office of the Deputy Mayor for Economic Development

1:45 – 2:30

Certifications That Benefit LGBT Business Owners – Session 2

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Speakers:
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Business Financing

Join a panel of financial pros who will share their knowledge of and lessons learned surrounding business financing in DC. This session will also explore the various financial resources available to assist and promote businesses within the District of Columbia.

Moderator: *Hon. Jack Evans*, Councilmember Ward 2, District of Columbia

Speakers:

Donna Grigsby, Washington Area Community Investment Fund,

Ken White, M & T Bank

Wayne Williams, Business Finance Group

Organizer: Atul Garg

Networking for Business Development

There are many ways to network amongst existing groups in the District to enhance your business. This session will provide an overview of some of the opportunities within the government, non-profit and the association community as well as how to leverage the tourism industry that is uniquely DC.

Speakers:

Jonathan Butler, Office of the Deputy Mayor for Economic Development

Peter Rosenstein, Association Executive

Andy Whittaker, Washington Convention & Tourism Corporation

2:45 – 3:30

Lessons Learned: Panel of Successful Business Owners

Hear from a panel of local business owners who have a demonstrated track record of success. Get business secrets from successful business leaders.

Speakers: *Mark Guenther*, Aviance Marketing

Eileen Kessler, Omni Studio

Chris Ralston, Apartment Zero

3:30 – 4:30

Networking Reception

Mix and mingle with summit speakers and participants.